

WHAT IS CLAIMED IS:

1 1. A method of providing advertising services to an entity, comprising the
2 steps of:

3 presenting a question to a user to which advertisements are directed, the
4 question being about a product or service being advertised by the entity;
5 soliciting an answer to the question from the user; and
6 providing an incentive to the user if the user answers the question correctly.

1 2. The method as recited in claim 1, wherein the step of presenting a
2 question further comprises presenting a question about a feature of the product or service
3 being advertised.

1 3. The method as recited in claim 1, wherein the step of soliciting an
2 answer further comprises directing the user to the entity's web page to find the answer to the
3 question.

1 4. The method as recited in claim 1, wherein the step of providing an
2 incentive further comprises providing gaming credits to the user.

1 5. The method as recited in claim 4, further comprising the step of
2 allowing the user to play games online with the gaming credits.